Global Desi

Parent Company

AND Design India Ltd

Category

Apparel and Accessories

Sector

Lifestyle and Retail

Tagline/ Slogan

Global Style Indian Threads

USP
Global Desi

Creates your unique style mantra

**STP**

**Segment**

Women looking for Indian and casual apparel

**Target Group**

Urban young women from the middle and upper-middle class

**Positioning**

Perfect Ethnic wear

**SWOT Analysis**

**Strengths**
1. Anita Dongre’s reputation as successful designer behind brand
2. New collections every season maintains the vibrancy of the brand
3. Brand’s social work through Aseema an Ngo to protect the human rights of underprivileged children
4. Stores located in over 20 Indian cities

**Weaknesses**

1. Presence of strong competition means high brand switching and low customer loyalty
2. Presence only in a few Indian cities & limited brand recall due to lesser advertising compared to leading apparel brands

**Opportunities**

1. Growing spending on lifestyle brands.
2. Promotion of Indian wear in foreign countries.
3. Can tap new forms of retailing like online stores to cater to a larger customer base

**Threats**

1. Competition from other premium designer brands
2. Govt Tax policies on apparel
3. Highly fragmented fashion industry can be a serious threat

**Competition**

**Competitors**

1. Vikram Phadnis designer wear
2. Sabyasachi designer wear
3. BIBA
4. FabIndia